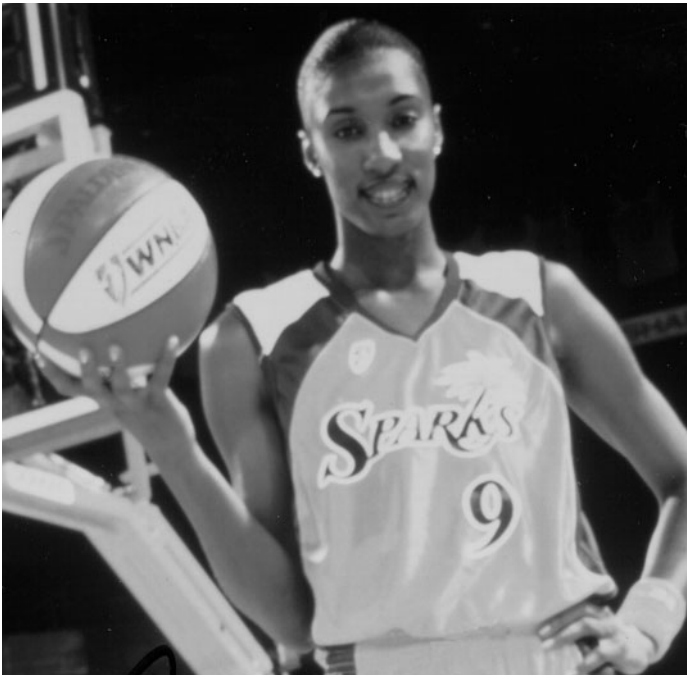


WNBA Stars Deliver Prenatal Care Messages



Los Angeles Sparks Center Lisa Leslie

The Women's National Basketball Association's (WNBA) Los Angeles Sparks and Sacramento Monarchs have once again teamed up with BabyCal. This time to star in two television public service announcements (PSAs) released during the 1999 WNBA basketball season.

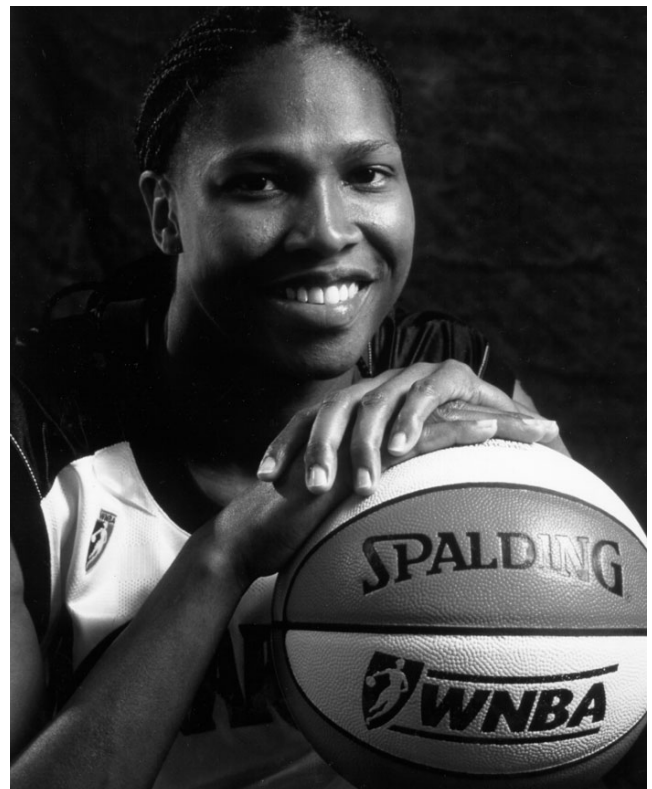
Los Angeles Sparks' superstar Lisa Leslie delivers BabyCal's vital prenatal care messages encouraging expectant moms in Southern California to see a doctor early and regularly in their pregnancies, eat healthy foods, and stay away from smoking, drinking and drugs.

Lisa is an inspiration to many young women and recognizes the importance of a mother's role. "My mother is loving, nurturing, and beautiful; she possesses all the qualities I would like to portray," said Lisa.

Beyond the basketball spotlight, Lisa donates much of her time to charitable activities throughout the nation. As a spokesperson for Big Brothers & Big Sisters of America, Lisa directs her support to the large number of American children in need of a role model.

Sacramento Monarchs basketball star Yolanda Griffith also participated in a BabyCal PSA, which was released during the summer in the Sacramento and San Francisco area. In the PSA, Yolanda appears with her 10-year-old daughter, Candace. She speaks from a mom's viewpoint and urges pregnant women to get early and ongoing prenatal care. The PSA was also played routinely at Monarchs half-time programs.

Recently, Yolanda was named 1999 WNBA's Most Valuable Player of the year. Before playing on the Monarchs team, she had a two-year American Basketball League (ABL) career with the Chicago Condors and Long Beach Stingrays. Yolanda has also played professionally in Germany.



Sacramento Monarchs Forward-Center Yolanda Griffith

The BabyCal Campaign sends special thanks to Lisa Leslie and Yolanda Griffith for their continuing efforts to inform pregnant moms about the importance of prenatal care.

Health Fairs & Conferences



Nadine Roberts Cornish speaks to attendees at the Sequoia Community Health Fair.

Over the past few months, BabyCal participated in five major events throughout the state. As a result, thousands of families received important information about the benefits of early and regular prenatal care.

In July, Northern California CBO Coordinator Nadine Roberts Cornish staffed the BabyCal booth at the **World's Largest Baby Shower** in Sacramento. Forty agencies participated in the event sponsored by the Sacramento County Health Department, Florin Mall and Toys "R" Us. This was BabyCal's fifth year participating in the event, which attracted 3,000 pregnant and parenting women and their families. Nadine distributed sponsored items from Mattel and General Mills to some of the shower attendees. The event also included various games such as a baby dance contest, baby races and diaper derbies.

Nadine also exhibited BabyCal outreach materials at the **World Breastfeeding Day** event in Sacramento, sponsored by Women, Infants and Children (WIC) on August 9. This was the third year that WIC supported this event, which focused on the importance of breastfeeding and making healthy lifestyle choices while breastfeeding. More than 500 clients, along with their children and mates, attended this event. Exhibitors supplied attendees with information about the benefits of proper nutrition and breastfeeding.

In September, Nadine also participated in the **Sequoia Community Health Fair Foundation** in Fresno. More than 52 organizations hosted booths at the fair, which attracted more than 1,000 participants. The event targeted low-income women, children and families by providing a variety of services such as free medical and dental exams, immunizations, diabetes screening, vision screening and blood pressure testing. The event's success was a direct result of community and business support, participating medical providers and sponsorships. Local FM 92 Radio provided live broadcasting, and many exciting prizes were given to participants throughout the event.

Northern California CBO Coordinator Lori Goodwine participated in the **Sacramento Urban Indian Health Project Fair** in October. The purpose of this event was to stress the importance of healthy lifestyle choices to the Native American

population in Sacramento and surrounding areas. Vendors provided attendees with diabetes screenings, breast exams, dental screenings and a children's immunization clinic. Lori distributed BabyCal brochures and Native American posters. A BabyCal Bundle was also provided as a raffle prize.



Nadine Roberts Cornish gives a presentation at the CACSAP conference.

In November, Nadine, Tania and CBO Director Stephanie Chiu participated in the **California Alliance Concerned with School Age Parenting and Pregnancy Prevention (CAC-SAP)** conference in San Diego. This year's conference theme "Transitions: Helping adolescent's transition from adolescence to adulthood as we enter into the 21st century." The conference was comprised of 31 workshops and focused on providing attendees with new community resources, culturally sensitive instruction on adolescent health, parenting education, male involvement and public policy. Nadine and Stephanie conducted a workshop on "Marketing Tips and Tools to Reach Pregnant Women and their Families." Tania and Nadine also exhibited outreach materials at the BabyCal booth. The three-day conference attracted over 350 attendees from throughout the state. CBO Coordinators had the opportunity to meet representatives of direct service providers, offer Campaign information and distribute sample materials. BabyCal has been an exhibitor in the CACSAP conference for the past four years.



Tania Watson (right) and a fair attendee interact at the CACSAP conference.

Please let us know about health fairs or conferences in your area that can help us further reach families who may benefit from BabyCal. We'll participate in as many as possible each year. Contact your CBO Coordinator or Stephanie Chiu at Hill and Knowlton, (323) 966-5709.

Introducing BabyCalendar 2000: A Calendar for the Turn of the Century



BabyCalendar 2000

healthy behaviors during pregnancy, the importance of nutrition, exercising, and caring for your newborn baby. It was created with input from DHS staff and BabyCal Network CBOs.

The English/Spanish wall calendar has important resource hotlines like Women, Infants, and Children (WIC), Access for Infants and Mothers (AIM), and also provides a pregnancy weight chart, space to note prenatal care appointments, and a food guide and immunization schedule.

If you haven't placed an order for the calendar, please call Yvonne Arias at (323) 966-5740. The calendars are slated for distribution within the month.

BabyCal Says Goodbye to CBO Director Suzanne Henderson

Although Suzanne Henderson has enjoyed the role of CBO Director, she has a wonderful opportunity to return to private consulting and will continue to work with CBOs. The BabyCal team wishes her great success in her new position. Stephanie Chiu will reassume the role of CBO Director.

The Beginning of Change: BabyCal Marketing Materials Undergo Assessment

In October 1999, BabyCal recruited 25 CBOs representing BabyCal target groups statewide to help conduct a collateral assessment as the first step toward the redesign and redevelopment of BabyCal's marketing materials. Participating CBOs were asked for input about client perception of BabyCal's current brochures and posters as a foundation for BabyCal development plans to have updated and revised materials during the year 2000.

To ensure a representative sample of targeted groups, CBO Coordinators conducted in-person, telephone and focus group interviews with CBO participants throughout the state. CBOs reviewed current BabyCal brochures and posters and commented on various aspects of the materials including effectiveness of headlines, use of color, appropriateness of topics, background and intended message.

Reaction to the BabyCal brochures and posters was very positive. The majority of participants liked the materials and felt they were appropriate and useful to their clients. Most of the CBOs stated they are currently using the posters in

their offices and at health fairs. The posters are a useful tool in attracting the attention of clients and communicating the importance of prenatal care. CBOs liked the concept, design and contents of the brochures.

CBOs made suggestions to make the BabyCal brochures and posters more relevant to their organization and clients. Most CBOs agreed that the use of younger women for the illustrations would be helpful in representing the clients they service. In addition, CBOs recommended expanding topic information in the materials and producing materials in additional languages.

CBOs and their clients provided vital feedback on the content and design of outreach materials that will be instrumental in the development of new posters, brochures and possibly other BabyCal materials. A special thanks to all who participated in this project.

What We Learned From You - "How's BabyCal Doing?" Evaluation Results

Since its launch in 1991, the BabyCal team has been committed to continually improving and updating Campaign outreach materials and activities. We recently included a "How's BabyCal Doing?" questionnaire in the summer issue of BabyCal News to collect CBO input. Areas assessed include the BabyCal News, our outreach materials, the CBO Network Member Kit, CBO Coordinator/BabyCal team contacts, interest in a BabyCal website, special events and sponsorships. The questionnaire was also an opportunity for CBOs to provide suggestions for future Campaign activities.

Based on the responses from the returned questionnaires, CBOs are pleased overall with BabyCal. CBOs rated BabyCal highly in all of the areas. A majority of the participating CBOs indicated that BabyCal has been beneficial to their programs and expressed an appreciation of this support. Following is a summary of the comments received from you:

- **BabyCal News** - Most CBOs agreed that BabyCal News is an effective tool in providing updates about the Campaign and other CBO activities. For future issues, CBOs requested the newsletter include more prenatal information about doctor visits, nutrition, exercise and baby development.
- **BabyCal Outreach Support Materials** - A majority of CBOs agreed that outreach materials are an essential part of their

organization and expressed satisfaction with the ordering and timely receipt of outreach items. CBOs requested the development of literature for expectant fathers.

- **CBO Network Member Kit** - Many CBOs expressed appreciation of the member kit contents, noting that the items are helpful and useful to internal staff and clients. CBOs suggested inclusion of additional nutrition tips as a reference for their clients.
- **CBO Coordinator/BabyCal Team Contacts** - Most CBOs expressed satisfaction with CBO Coordinator and BabyCal team contacts.
- **Possible BabyCal Website** - Many of the responding CBOs noted that a BabyCal website would be a good resource for campaign updates, ordering of collateral materials, prenatal care information and related campaign contacts.
- **BabyCal Special Events** - CBOs who previously participated in a BabyCal event enjoyed the experience and want BabyCal to conduct more events in the future, including health fairs.
- **BabyCal Sponsorships** - CBOs said that sponsored goods are beneficial to their clients. CBOs and clients who were part of the diaper delivery events expressed appreciation for receipt of these useful items.

BabyCal would like to thank all the CBOs who participated in the survey. As we plan our activities for the coming months and year, all of your thoughtful responses will be instrumental in our efforts to update the Campaign's outreach component.

Welcome, New BabyCal CBOs

BabyCal welcomes four new CBOs to the Network. With your help, we will be able to combat infant mortality in California and encourage expectant women to obtain early, ongoing prenatal care. Our BabyCal CBO Network now has 511 participating organizations statewide.

Northern California Region

Nadine Roberts Cornish - (916) 925-7816

Please call me with any questions about BabyCal.

- Centro la Familia Collaborative, Fresno

Lori Goodwine - (916) 455-0580

As your new CBO Coordinator, I am pleased to have the opportunity to talk with CBO representatives in my area. Please contact me if you have any questions.

Southern California Region

Tania Watson - (661) 297-0048

Help us to continue educating women in your community about the importance of eating right and staying away from smoking, drinking and drugs while pregnant.

- Magnolia Clinica Medica Familiar, Riverside
- Dr. Lakshmi Nadgir-OB/GYN, Los Angeles
- Dr. Shanaz Shaikh-OB/GYN, Orange

CBO Coordinators:

Northern California: Nadine Roberts Cornish (916) 925-7816
Lori Goodwine (916) 455-0580

Southern California: Tania Watson (661) 297-0048

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048

Contact: Yvonne Arias (323) 966-5740

Fax: (323) 782-0143

or CBO Director Stephanie Chiu (323) 966-5709

Department of Health Services:

714 P Street, Room 1650
Sacramento, CA 95814

Contact: Angelica Perez (916) 657-0150

Fax: (916) 653-9212

Ordering Information

CBOs may order BabyCal outreach materials by completing an order form and faxing it toll-free to The Mail House at (888) 428-6245. Orders are filled and shipped three to five days after receipt. If you have questions regarding your order, please contact The Mail House directly at (800) 308-2679. Outreach materials continue to be available free of charge to CBOs. You may contact your CBO Coordinator or call Yvonne Arias at Hill and Knowlton (323) 966-5740 for sample packets, order forms, or to address special needs and requests.

CBO Spotlight

Pasadena Public Health Department

Contact: Pat Medeiros, CPSP Coordinator (626) 744-6091

In its tenth year as a Comprehensive Perinatal Service Program (CPSP) provider, the Pasadena Public Health Department's Prenatal Clinic continues its commitment to providing access to quality health care to low-income families in the Pasadena area. The prenatal clinic delivers a full range of health services and offers an extensive educational program to clients. "Health education is one of our clinic's main goals. Many of our moms are not equipped to take responsibility for their health or their baby's well being," commented Pat Medeiros, CPSP coordinator.

The clinic offers weekly bilingual classes on childbirth, nutrition, domestic violence prevention and breastfeeding, among others. Its friendly staff also conducts assessments and helps pregnant women apply for Medi-Cal and other state programs.

Last August, the clinic enhanced a proactive outreach educational program that focuses on educating clients and their families about health and family issues. In the waiting area, the clinic has set-up an outreach table that offers pamphlets and posters on subjects such as drug abuse and alcoholism. "This program is proving to be very effective. Many clients come to the clinic with their friends and family. What better time for us to reach out and teach a class," said Ms. Medeiros.

The clinic's emphasis on health education and easy access to medical care attracts nearly 600 clients every month and has contributed to the healthy delivery of thousands of babies. "The first things our clients receive in our classes are BabyCal outreach materials. They love the new pencils and photo frames," said Ms. Medeiros. "BabyCal continues to be an integral part of our bilingual educational program."



Darlene Hampton of the Maternal/Child Health Program interacts with children in the Pasadena Public Health Department/Prenatal Clinic childcare center.

Options for Recovery-Sacramento

Contact: Lawrence Kuhlman, P.H.N., Project Coordinator (916) 874-9890



Options for Recovery staff.

When dealing with an addiction, it's comforting to know there is a place with numerous services that can help. Options for Recovery is a comprehensive substance abuse treatment program for pregnant and parenting women in Sacramento.

Since 1990, Options for Recovery (also known as Options) has helped women and their children make the difficult transition from a drug environment to becoming a productive and drug-free family unit. "Our mission is to keep the family unit together while, at the same time, helping women eliminate their drug addictions," said Lawrence Kuhlman, P.H.N. and Project Coordinator. "Our goal is to help our clients deliver drug-free babies."

Options has unique intensive programs that help women cope with their addictions. Initial treatment may begin at a 6-month live-in facility which provides drug treatment, group and individual counseling, peer support, child enrichment and parenting classes. The facility houses 20 women and their children and is located in a suburban neighborhood that gives families a feeling of safety and security that they previously may not have felt.

For pregnant women, Options offers a separate live-in facility called the Yale Mother-Infant Program. Throughout each day, clients participate in a variety of scheduled activities such as recreation therapy, community meetings, and attend classes discussing chemical dependency, grief and loss, and anger management. This facility, also located in a residential neighborhood, houses six women and infants and is designed to meet the needs of women who are pregnant, seeking recovery, and in need of a healthy environment for their unborn child.

The Benefits of Breastfeeding

Now is a good time to think about how you want to feed your baby. Although formula provides the nutrition babies need to grow, it's important to know that breastfeeding gives your baby so much more. It's the beginning of a unique relationship and a special gift only you can give your baby. The choice is yours!

Deciding How To Feed

- Your breast milk is always available when your baby wants it. Anywhere. Anytime.
- You can be sure your breast milk is pure, clean and safe.
- Your breast milk changes to meet the needs of your growing baby. Formula stays the same.
- Babies need different amounts of food. Breastfed babies get just the right amount.

Breastfeeding Is More Than Just Food

- When you breastfeed, you have a relationship with your baby that no one else can have.
- Breastmilk protects your baby's health.
- Breastmilk is a special food that supplies perfect nutrition for your baby.
- Each time you breastfeed, you will help your baby fight germs. Breastfed babies have fewer ear infections, less diarrhea and constipation, and fewer illnesses like colds and flu.
- If breastfed babies do get sick, the illness is usually milder and doesn't last as long.
- Breastfeeding helps protect against allergies, asthma, certain childhood cancers and diabetes.

Breastfeeding Saves Money

- Formula is expensive. You will also spend money on bottles, nipples and other items that are necessary to bottle feed your baby.

Breastfeeding Is Good For You, Too!

- You will not need to wash bottles or heat formula. Your milk is naturally clean and warm.
- You won't need to stumble around in the dark to make your baby's bottle. Your milk is ready and warm.
- Breastfed babies smell sweeter and their diapers do not have an unpleasant odor.
- Breastfed babies are less likely to spit up than formula-fed babies. When they do, it does not stain like formula.
- Your uterus will return to its normal size faster when you breastfeed.
- Breastfeeding reduces the risk of some types of ovarian and breast cancer.
- Sitting down to breastfeed will help you rest and regain your strength after pregnancy.
- Breastfeeding hormones will help you relax and feel close to your baby.

Helpful Hints To Breastfeeding

- Breastfeed your baby as soon after birth as possible. It helps bring in your milk.
- Breastfeed frequently for as long as your baby will nurse. Your baby may breastfeed frequently, often every one and one-half to three hours, averaging about 8 to 12 times in 24 hours. A sleepy baby may need to be awakened and encouraged to breastfeed.

- Avoid giving supplements of water or formula unless medically indicated. Feeding often will help your body make more milk.
- Breastfeed your baby at both breasts at every feeding (or offer both breasts at each feeding).
- Pay attention for your own need for rest, relaxation, and fluids such as water, juice or milk.
- When breastfeeding, be sure your baby is positioned correctly at the breast. Your baby's lips should be on the areola (dark area surrounding the nipple) well behind the nipple. If you are not sure your baby is sucking well, or feel any soreness, ask your health care provider or other breastfeeding specialist for help.

Source: *Women, Infants, and Children (WIC) and La Leche League International.*



Important phone numbers that can provide you with more breastfeeding information, support and referrals.

Women, Infants, and Children (WIC)
1-888-WIC-WORKS
1-888-942-9675

La Leche League International
1-800-La Leche (national)
1-800-525-3243

Or consult your local telephone directory for an office near you.